

PRESS RELEASE



HouseHold expo is to bring together market leaders at Expocentre from September 2 to 4

From September 2 to 4 Expocentre at Krasnaya Presnya (Moscow) will hold an International Exhibition of household and interior goods [HouseHold Expo](#) and [Stylish Home. Objects & Tableware](#) autumn 2024.

Exhibitions HouseHold Expo and Stylish Home. Objects & Tableware are part of the HouseHold Expo Expoplex. Expoplex is a new exhibition format of HouseHold Expo. It is convenient and profitable for both participants and visitors. This format ensures a large cross-flow of buyers and sellers from various marketplaces and displays a large quantity of new goods and product lines of various non-food categories.



Over 1,000 participants from 25 countries will take part in the exhibitions at Expocentre. The participants will display a great variety of FMCG product categories. The visitors will be able to check the product's quality at first hand. The exhibition will include more than 2,000 new goods, brands and new product lines produced in Azerbaijan, Belarus, Brazil, Germany, Egypt, India, Italy, Iran, Kazakhstan, China, UAE, Russia, Turkey, Czech Republic, etc.

Among the exhibitors are such companies as "Alternativa", "Ark Distribution", "Arti-M", "Bezant", "Bytplast", "Violet", "Dom Farfora", "Dun doshug plastik", "Kolchugsky Melhior", "Kukmorsky zavod Metalloposudy", "Lingor", "LMR Plast", "M-Plactika", "Mytol Rus", "Nadoba", "Neva Metall Posuda", "Pasvlosky zavod metalloizdely named by Kirov", "Plastic Republic", "Profit House", "Sima-land", "SKRAP", "Finedesign group", "Home Sense", "Ellastik-plast", "OZON", "Pasabache", "Wilmax" and others.





THE HOUSEHOLD EXPO EXPOPLEX BUSINESS PROGRAM

On September 2 and 3, Expocentre will hold an International conference «**Cooperation with Asian countries and the EAEU in the current environment**». The program includes:

- New areas of cooperation with the EAEU countries and Asia, bonded areas and special economic environment.
- Advantages and features of establishing cooperation with Vietnam, India, Indonesia, Turkey. Current relations with China.
- Current payment mechanisms. Document management and transaction security. Important legal aspects in cooperation with China, Vietnam, India, Turkey, Kazakhstan, Kyrgyzstan and other neighboring countries of Russia.
- New shipment methods of different types of goods and customs regulations of the Asian countries. Certification of the products shipped to Russia.
- Business development on the international marketplaces. The practice of entry and sales launching on the Kaspi (Kazakhstan) and Uzum (Uzbekistan) marketplaces.

On September 4, the Novotel Moscow City will hold a conference called «**Business Growth points: original design manufacturing and promotion of private brand end products**».

- Insights on consumer demand changes for private brand in the non-food area
- Tools for additional development from brands
- Opportunities for growth and development provided by product quality
- Own production opportunities under the contract, i.e. what I want vs what I can
- Tools for costs optimization and sales increase
- Cases of private label import substitution.

THE HOUSEHOLD EXPO EXPOPLEX ORIGINAL DESIGN MANUFACTURING

60% of the HouseHold Expo Expoplex participants will offer visitors production facilities for the establishment of Private Label contract, the best solutions for setting up a business under their own brand and hundreds of OEM and ODM facilities.

More than 200 exhibitors' stands will display options and current offers for the main categories such as household appliances, tableware, kitchen accessories, decor and interior goods and household goods.

COOPERATION WITH FOREIGN PARTNERS

A partner program «**Consulting Center**» will continue its work within the exhibition. This program includes companies offering logistics and financial services, services for marketplaces and Ecommerce stores, legal and consulting support for cooperation with foreign partners. The program participants are "Optimalog", "Joompro" and "Sovtransavto".



NEW PRODUCTS OF THE HOUSEHOLD EXPO EXPOPLEX

The following categories include over 2000 premieres and novelties of the Household Expo Expoplex, i.g.

- tableware and serving accessories;
- kitchen utensils and appliances;
- bathroom and toilet accessories;
- storage systems;
- houseware and cleaning equipment;
- home decorations, home textiles and lighting;
- fragrances, gifts and home decor products;
- gardening tools and countryside equipment;
- children's products;
- climate control and beauty equipment.

The HouseHold Expo Expoplex is the main meeting place for the leaders of global tableware goods and houseware market in Russia. At the same time, it is the best platform for finding reliable buyers and suppliers in the field of household goods. Join the HouseHold Expo and create new opportunities for your business.

2-4 September, 2024, Moscow, Expocentre

REGISTRATION OF VISITORS

INFORMATION SUPPORT :



PARTNERS:



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